Substance Abuse Prevention

Environmental Prevention
Needs Assessment
Workbook
SFY2014



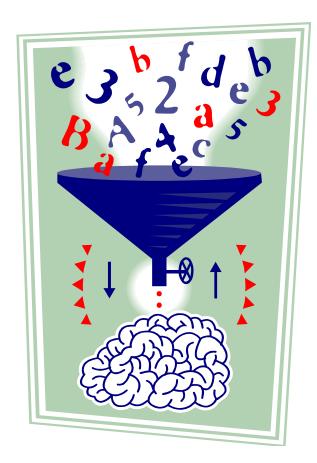
Part 3
Analysis & Recommendations
DII Dawson County

Version 1 August 2013

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Problems



Task One:

Explore Consequence and Consumption Data in Your Community in Order to Identify What Problems are of Greatest Concern

CONSEQUENCES – PART 3

Alcohol-related consequences are defined as the social, economic and health problems associated with binge drinking. This first section looks at the alcohol-related motor vehicle crash data and will help you understand the impact or consequence this has on your community. While it is recognized that not all communities will experience exactly the same impact, the consequence this project is focused on reducing is motor vehicle crashes.

Motor Vehicle Crashes

One of the major consequences of drinking alcohol is motor vehicle crashes resulting in injury and death. Drinking and driving have significant negative consequences for Montana's population. Your task will be to use the motor vehicle crash information for your community, rate the data and compare it with the state data using Workbook Part 1 - Tables 2 through 4.

QUESTION 1 Motor Vehicle Crashes

Based on Tables 2 through 4 and any other local data, how do alcohol-related motor vehicle crashes in your community compare to alcohol-related motor vehicle crashes across the state? Is your problem bigger, smaller or about the same? Discuss the differences.

Alcohol-related motor vehicle crashes with injuries in Dawson County are a bigger problem than the Montana rate (131.27 compared to 119.96 per 100,000 people). As for alcohol-related fatalities, Dawson County has a smaller problem than the state of Montana (6.67 compared to 8.60 per 100,000 people).

Underage Drinking and Driving

OUESTION 2 Underage Drinking and Driving

Based on Tables 5 through 7 and your community's own local data, how does underage drinking and driving in your community compare to drinking and driving across the state? Is your problem bigger, smaller or about the same? Discuss the differences.

Data indicates that youth from Dawson County have a bigger problem (12.4%) than the state as a whole (9.3%) in 2012 when it comes to underage drinking and driving. Local data paints an even bigger problem – a problem that is seen locally as socially acceptable for high school and underage college students.

High School Students Riding in Car Driving by Someone Who Has Been Drinking

QUESTION 3 High School Students riding in a Car Driven by Someone Who Has Been Drinking

Based on Tables 8 through 10 and your community's own local data, how does high school students riding in a car driven by someone who has been drinking in your community compare students riding in a car driven by someone who has been drinking across the state? Is your problem bigger, smaller or about the same? Discuss the differences.

Overall, data indicates that Dawson County students have a higher incidence rate (29.7%) of riding with someone who has been drinking than students from across Montana (25.3%). It also indicates that the rate for 8th and 10th grade students has significantly decreased in the time period from 2008-2012 (40% versus 26.1%, and 46.3% versus 72% respectively); however, the rate for 12th grade students has increased from 38.6% in 2008 to 45.8% in 2012. Local data indicates that the problem may also be larger than the data. Qualitative data suggests that youth indicate an extremely high rate of riding with other that were high and/or had been drinking. Based on both sources of data, Dawson County's problem, in this regard, is bigger than the state as a whole.

Final Consequence Question

QUESTION 4

Based on all of the consequence data analyzed here and your answers to Questions 1 through 3, how is motor vehicle crashes, underage drinking and driving, and high school students riding in vehicles driven by driver who had been drinking impacting your community? Explain the rationale for your response.

The impacts are not only affecting the current high school generation through crashes, injuries and worse, but also continue the cycle of role-modeling for their younger peers. Many informants talked about these behaviors being role-modeled by parents and other adults. They also felt there was little incentive to change as consequences both public and from parents, were minimal or non-existent.

From a community that has sound policies that should address underage drinking and drinking and driving, they appear to be inconsistently enforced. Those inconsistencies serve to further reinforce the acceptability of underage drinking and drinking and driving for all ages. Locally one of the fears of law enforcement is that much of the underage drinking and driving goes undetected as youth tend to drink in rural locations.

CONSUMPTION – PART 3

This section looks at consumption data and will help you identify which alcohol-related consumption problems are greatest in your community. Consumption data includes binge drinking, underage drinking and driving, and high school students riding in cars driven by someone drinking. While it is recognized that not all communities will experience exactly the same problems the specific focus for the SPF SIG will be binge drinking.

Underage Binge Drinking

QUESTION 5 Underage Binge Drinking

Based on Tables 11 through 14 and your community's own local data, how does underage binge drinking in your community compare to underage binge drinking across the state? Is your problem bigger, smaller or about the same? Discuss the differences.

Data indicates that binge drinking behaviors for Dawson County students (24.4%) is similar overall to Montana youth as a whole (21.2%). Dawson County data indicates that the problem is bigger than the state, as no one interviewed even knew the definition of "binge-drinking". Many laughed (adults and youth) when told and thought that 5 or more alcoholic drinks in one setting was "not very much alcohol." Many defined a "normal" night of drinking is 10 or more drinks in one evening. The problem with binge drinking is larger in Dawson County than the State.

Adult Binge Drinking

QUESTION 6 Adult Binge Drinking

Based on Tables 15 and 16 and your community's own local data, how does adult binge drinking in your community compare to adult binge drinking across the state? Is your problem bigger, smaller or about the same? Discuss the differences.

Dawson County does not collect this data, but based on local interviews, it is perceived that adult binge drinking is a bigger problem locally than across the state.

Underage Drinking (30 Day Use for Alcohol)

QUESTION 7 Underage Drinking Based on Tables 17 through 19 and your community's own local data, how does underage drinking in your community compare to underage drinking across the state? Is your problem bigger, smaller or about the same? Discuss the differences.

Data indicates that Dawson County's youth 30 day use of alcohol rate is slightly lower than the state (31.1% versus 35.1% respectively). Many felt that youth who drink, drink on a daily basis or at least weekly basis — as there are many opportunities to drink and very little else to do. Based on that, Dawson County's underage 30 day use of alcohol is the same or slightly bigger than the states.

Prescription Drug Abuse by Youth (30 Day Use)

QUESTION 8 Prescription Drug Abuse

Based on Tables 20 and 22 and your community's own local data, how does the data about prescription drug abuse by youth in your community compare to the same data across the state? Is your problem bigger, smaller or about the same? Discuss the differences.

The Prevention Needs Assessment (PNA) results for this indicator provide little consistency. Rates vary greatly for each grade level from year to year. In 2008, 2010 and 2012 for 8th grade, rates were 8.6%, 0% and 5.9% respectively. In these years for 10th grade rates were 7.3%, 6% and 0%. For 12th grade rates were 4.5%, 7.7% and 5.1% respectively. Overall, compared to the state rate Dawson County (3.7%) was very similar to the State (3.5%). Local interviews provided much more information. School administrators believe that problems are developing – although they have not witnessed or heard of specific incidents. Of concern is the substantial increase being noted by addictions counselor of clients age 20 and up, by the Montana Highway Patrol, and by pharmacists. Dawson County's problem related to prescription drug abuse, while it appears in its infancy, is growing at a pace similar to the state.

Final Consumption Question

QUESTION 9

Based on all of the consumption data analyzed here and your answers to Questions 5 through 8, how are underage drinking, binge drinking, and prescription drug abuse impacting your community? Explain the rationale for your response.

The impact is truly unknown at this point and time. One could suspect that this behavior is slowly becoming normalized among adults — which could lead to an increase with Dawson County students. The MHP suspects that many prescription abusers probably go undetected as better means of testing are simply not yet available. Local pharmacists are aware of the problems surrounding this issue, but are still slow to get started with the prescription drug registry. Prescription drug abuse can have impacts on employers, general public safety, family dynamics and socio-economic factors — for families and the community as a whole.

While local quantitative data for adult binge drinking is not available, data collected during DUI intakes provided an insight into the nature and frequency of adult binge drinking. As mentioned

above, adults did not understand or know the definition of binge-drinking, and felt that 5 or more drinks in one setting, was an insignificant amount. The intake surveys asked how many drinks in what period of time; it was surprising to see how many drank rather quickly – 9 or more in 30 minutes to an hour Many indicated they were served that rate in a bar.

RISK FACTORS - PART 3

Perception of Parental Disapproval/Attitude

QUESTION 10 Parental Attitudes and Disapproval

Based on Table 23 and your community's own local data, how does the data about parental attitudes and disapproval towards alcohol/drug use in your community compare to the same data across the state? Is your problem bigger, smaller or about the same? Discuss the differences.

Dawson County students' perception of parental disapproval is much lower (64.1%) than that of the state as a whole (81.8%). That disparity appears to be increasing over time. Local data reinforced that parental attitudes - at least of youth that had been charged with MIP – was more accepting and tolerant of minors drinking. 25% of the parents did not mind, and 75% did not like it, but accepted the behavior as one they emulated at a similar age.

Perception of Peer Disapproval/Attitude

QUESTION 11 Peer Attitudes and Disapproval

Based on Table 24 and your community's own local data, how does the data about peer attitudes and disapproval towards alcohol/drug use in your community compare to the same data across the state? Is your problem bigger, smaller or about the same? Discuss the differences.

The overall rates of peer disapproval are very similar between Dawson County students (65.9%) and the state as a whole (66.7%). Locally, students indicated that drinking alcohol is really not a big deal, and that there are few alternative peer groups so they endorse alcohol and/or engage in the behavior as they want to fit in.

Perceived Risk/Harm of Use

QUESTION 12 Perceived Risk/Harm of Use

Based on Tables 26 through 30 and your community's own local data, how does the data about perceived risk/harm of use in your community compare to the same data across the state? Is your problem bigger, smaller or about the same? Discuss the differences.

Overall, Dawson County students perceived risk of harm from alcohol is lower than the state average. Fewer felt it is wrong to drink alcohol (62.9% versus 71.6%); more of our students believed it was "cool" to drink alcohol on a regular basis (33.4% versus 23.5%); fewer of our students perceived any risk of harm from regular drinking (50.5% versus 64.1%); fewer perceived risk of harm from binge drinking (64.8% versus 76%); and fewer perceived that their neighbors would think it is wrong for them to drink alcohol (61.3% versus 69.1%). It appears that alcohol truly is ingrained into the cultural and acceptability of this county and that the problem is bigger than that of the state.

Family Communication around Alcohol/Drug Use

QUESTION 13 Family Communications around Alcohol/Drug Use

Based on Table 25 and your community's own local data, how does the data about family communication around alcohol/drug use in your community compare to the same data across the state? Is your problem bigger, smaller or about the same? Discuss the differences.

In Dawson County, family communication surrounding alcohol/drug use has increased dramatically since $2008 - from\ 20.8\%$ to 72.2%. The problem appears to be smaller than the state average, as their 2012 rate was 61%. Local informants indicated that they all did talk to their children about alcohol and drugs, but not on a regular basis.

Alcohol Use is Causing Problems in Areas of Financial, Legal, Emotional, etc.

QUESTION 14 Alcohol is Causing Problems in Areas related to Financial, Legal, Emotional, etc.

Based on Table 31 and your community's own local data, how does the data about problems related to financial, legal, emotional, etc., around alcohol/drug use in your community compare to the same data across the state? Is your problem bigger, smaller or about the same? Discuss the differences.

It appears that Dawson County students do not see/understand how alcohol contributes to financial, legal or emotional problems as much their peers across the State. While this rate is low for all students in Montana, Dawson County students report 1.1% in 2012, compared to the State rate of 8.9% in the same year

Final Risk Factors Question

OUESTION 15

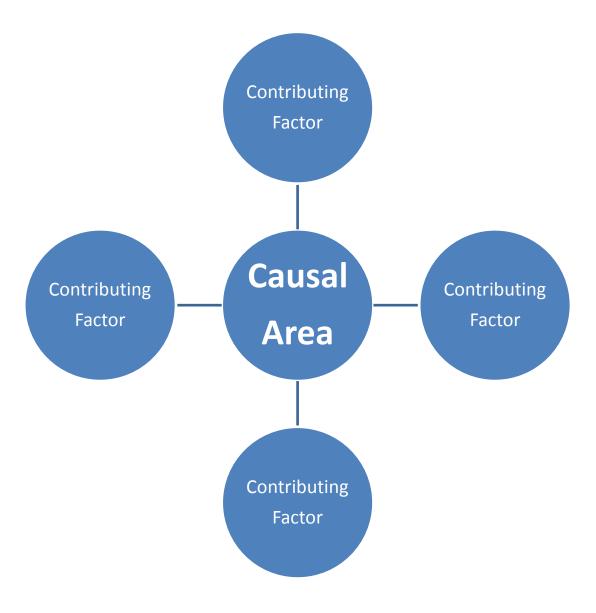
Based on the risk data collected in questions 10 through 14, how is your community affected by the risk factors outlined above? Explain the rationale for your response.

Dawson County youths perception of parental disapproval is lower than the state average; disapproval of peer use is similar to the state average. These perceptions and beliefs further reinforce the cultural norms and acceptability of alcohol addressed again and again through informant interviews and local surveys. Many felt parents expressed more disapproval towards the use of drugs as opposed to alcohol. Alcohol truly is viewed as a rite of passage and the majority felt their parents would accept their drinking at various points prior to their becoming of age to legally to drink.

Many of the informants perceived little risk or harm from drinking regularly and binge-drinking. They expressed that there is nothing wrong with them getting drunk as long as they are not hurting anyone else.

However, the perception of Dawson County students related to risk/harm associated with alcohol use and understanding of alcohol causing problems in areas of financials, legal, emotional, etc., is far below the state average. Students do not understand the negative impacts of alcohol or simply perceive those impacts as normal.

Causal Areas



Task Two: Gather Data on Four Causal Areas

RETAIL AVAILABILITY – PART 3

Compliance Checks

The selling of alcohol to minors or to individuals who are intoxicated can contribute to the misuse of alcohol in your community. One measure of this is the failure of compliance checks by retail outlets. Collect the following data for your community. If compliance checks are conducted by more than one agency, it will be necessary to collect data from multiple law agencies in your community (Sheriff, Deputy, City Police, Tribal Law Enforcement, and Highway Patrol). In some counties, the DUI Task Force may have compliance check data available.

QUESTION 16 Compliance Checks

Based on local data, does the failure percent seem to be rising or staying the same. Discuss the impact this may be having on your community.

Compliance inspections have only been conducted two years – in 2008 and again in 2010. The failure rate increased with the 2010 checks. Checks haven't been conducted since as resources and manpower are in short supply.

By not following up with additional checks when failure rates were higher, it can lead alcohol retailers getting the impression that they may not get caught should they sell to underage youth and merchants could become lax in their responsibility to ask for identification on alcohol purchases.

QUESTION 17 Compliance Checks

If your community does not do compliance checks, does them infrequently, or if residents have no knowledge of the results of compliance checks, how might this affect binge drinking and drinking & driving in your community? Please the rationale for your response.

With the infrequent checks, servers are more likely to over serve and to look the other way when inebriated patrons leave to drive themselves home. This could lead to an increased likelihood that patrons will binge drink and drink and drive.

Alcohol Seller/Server Training

QUESTION 18 Alcohol Merchant Retail Sales Training

Discuss the trends shown in local data. How does the number of Alcohol Merchant Retail Sales Trainings and number of people trained vary over time? Is this trend consistent with the relative growth rate of alcohol licenses and the turn-over rate of alcohol servers in your community? Discuss the implications of this trend for binge drinking and drinking and driving in our community.

The number of people trained varies from one session to the next, which could reflect the high turnover rate that exists in this industry. There were on 23 people trained in 2008, yet when the mandatory sales and service law went into effect, 157 people were trained in 2011. With the number of servers and sellers that have been trained in Dawson County in the past five years (348), the rates for binge drinking should be lower than if no trainings were being attended. One area of concern however, is the lack of participation by volunteers that serve alcohol. This law is not being enforced and it is unfortunate as the venues that use volunteers are often times the events where more binge drinking and drinking and driving occurs.

QUESTION 19 Alcohol Merchant Retail Sales Training

If you community does not hold RBSS trainings, how might this affect binge drinking and driving in your community?

Dawson County holds regular RBSS Trainings.

Retail Availability Questions

QUESTION 20

Based on information gathered about liquor licenses Workbook Part 1 - Table 32, alcohol compliance checks, Alcohol Merchant Retail Sales Trainings and other local data, what are their retail-availability problems that might contribute to binge drinking and drinking and driving and their consequences in your community? Explain the rationale for your response.

While the number of liquor licenses for Dawson County is lower per 100,000 than the state average (172.99 versus 231.85 respectively), there are still many more locations to obtain alcohol from than those holding a liquor license. The local sentiment is that through the mandatory alcohol sales and service training, employers and employees better understand the laws and consequences, especially as they relate to youth access to alcohol.

Many bars advertise 2 for 1 specials and happy hours encouraging "a lot of drinking in a short period of time" and law enforcement do not have the means to enforce over-service laws. Retailers are educated through the Responsible Alcohol and Sales Service Training on the liability laws associated with over service, however many are too worried about not selling to minors that they do not consider over-service as an issue or do not care because they are more worried about the bottom line and law enforcement feel that nothing will be done until something happens to someone and the retailer is sued or held accountable for over-service.

There are known trouble spots where youth report being able to purchase, but with the shortage of funding and staff for law enforcement, not much can be done to address either issue.

QUESTION 21

Based on the above considerations, to what degree do you believe retail availability is impacting the binge drinking and drinking and driving and its consequences in your community? Place an "X" on the scale below. Explain the rationale for your response.

No impact $$\mathsf{Major}$$ impact $0 \quad 1 \quad 2 \quad 3 \quad 4 \quad 5 \quad 6 \quad 7 \quad \mathsf{X} \quad 9 \quad 10$

The lack of regular compliance checks after such poor results – and all of those failing having all charges deferred can have a very large impact on how business is conducted and what laws employees choose to prioritize. It appears they have chosen (for the most part) to prioritize carding youth but look the other way when it comes to over serving – leading to higher rates of binge drinking among adults and drinking and driving.

CRIMINAL JUSTICE – PART 3

QUESTION 22 Conviction Rates

Based on local data, discuss the impact the conviction rate may be having on your community.

The conviction rates for minors are pretty consistently enforced. This is a strong message to Dawson County youth. The conviction rates for adults are not as strong. Less than 60% are convicted of DUI, Multiple DUI and Open Container offenses. This sends a message to adults and youth alike that convicting adult alcohol related offenses is not a high priority. Yet local law enforcement feels that the DUI laws are being consistently enforced and that the courts are doing a good job. Open container law has minimal support from the community as the laws are lifted for events that flow into the streets.

QUESTION 23

Based on local data, identify any specific type of crime that has a conviction or dismissal rate noticeably different than others.

Convictions for controlled substances appear to be more consistently handed down.

Key Informant Interviews with Law Enforcement

As part of this environmental assessment you will need to conduct interviews of key law enforcement officers. If your jurisdiction is served by both a police department and a sheriff's department you are encouraged to do an interview with both the Chief of Police and the Sheriff but consider what interviews would be the most appropriate and informative for your community. Other law enforcement to consider includes Tribal Law Enforcement, Highway Patrol, Code Enforcement, Fish and Game or Forest Service.

QUESTION 24 Key Law Enforcement Interviews

Based on your interviews with law enforcement officers others on this topic, what efforts are your law enforcement agencies pursuing to address binge drinking and drinking and driving in your community?

Locally, law enforcement is doing what they can; however the strain from the additional traffic related to the Bakken Oilfield on Highway 16 takes much of their officer's time – further limiting the time officers can devote to other parts of the county. They have implemented the 24/7 program to reduce DUI's – but once again, are short staffed and underfunded to where their efforts are directed toward responding in a reactivate fashion as opposed to proactive approaches.

QUESTION 25 Key Law Enforcement Interviews

Based on your interviews with law enforcement officers others on this topic, what efforts are your law enforcement agencies NOT pursuing to address binge drinking and drinking and driving in your community? What appears to be the primary reasons they are not pursuing identified efforts?

Walk-throughs of liquor license establishments to check for over service and/or youth access to alcohol, safety checks, and compliance checks. The primary reason these efforts are not currently being pursued are the lack of funding and lack of staff due to the impacts resulting from the Bakken Oilfields.

Use of Local Ordinances

QUESTION 26 Use of Local Ordinances

Based on local data, discuss the application or enforcement of each ordinance that exists in your community. Is the ordinance applied consistently? Is use of the ordinance visible to the community? Does law enforcement view it as a useful tool in addressing alcohol-related problems?

Few alcohol-related ordinances exist in Dawson County; primarily open container laws. Based on the conviction rates they are not consistently enforced, especially as they are lifted for special events. As for visibility to the community, it is the community that demands the lifting of open container laws during special events. Law enforcement would like to enforce, as it truly leads to higher rates of binge drinking and drinking and driving – but the message from merchants and the public is to back off. Law enforcement does not view the ordinance as a useful tool.

QUESTION 27 Use of Local Ordinances

Are there ordinances which do not exist in your community but which may be especially effective in addressing your binge drinking or drinking and driving in your community? If so, which ones, and why?

Several felt the enforcement of state laws is more acceptable as opposed to adopting more local ordinances. Local ordinances tend to pit law enforcement against the merchants who are looking to make a living and whose taxes employ the officers.

Other Local Data: Criminal Justice

Feel free to consider other local data that will help you better understand how and to what extent criminal justice issues in your community may contribute to binge drinking and its consequences in your community. For example, you may have information on a local DUI Taskforce that exists and its activity level. You may be able to assess information from your local drug courts. If you have other local data, describe the results here.

Criminal Justice Questions

QUESTION 28

Based on information gathered from alcohol conviction rates, use of local ordinances, key law enforcement interviews and other local data, how might the local criminal justice system be contributing to binge drinking and its consequences in your community? Provide the rationale for your response.

The shortage of officers is known by more than the department – the public also knows that officers are stretched thin due to the Bakken Oilfields and all that it entails. By focusing on Highway 16, all other parts of the county are left unattended – for the most part. It is not a result of desire, but a result of the priorities of the county and its present situation. Without the manpower to adequately police alcohol-related crimes, the criminal justice system contributes to the binge drinking and its consequences.

QUESTION 29

Based on the considerations in Question 21, to what degree do you believe the concerns around criminal justice are contributing to binge drinking and its consequences in your community? Place an "X" on the scale below. Provide the rationale for your response.

Given the cultural norms related to alcohol for this region, the shortages surrounding the local criminal justice system, by default, contribute to binge drinking and its consequences.

SOCIAL AVAILIABILITY - PART 3

Social availability includes the obtaining of alcohol from friends, associates and family members, but it also refers to the availability of alcohol at gatherings such as parties and other social events where the alcohol is provided as part of the event.

OUESTION 30 Prevention Needs Assessment

Based on Tables 35 and 36, how does student perception of being caught for drinking in your community compare to the perception across the state? Is your problem bigger, smaller or about the same? Discuss the differences.

The perception of Dawson County students on being caught by the police (21.5% versus 26.2% respectively) or their parents (52.6% versus 52.1% respectively) is fairly similar to the statewide peers. Dawson County students and their statewide peers have the perception that they are more likely to be caught by their parents than by the police.

Social Availability Questions

QUESTION 31

Based on information gathered from law enforcement interviews, public opinion surveys, the Prevention Needs Assessment, and other local data what are the concerns around social availability that might contribute to binge drinking, drinking and driving, and respective consequences in your community? Provide the rationale for your response.

Contributing factors related to social availability go back to criminal justice and the lack of officers and their ability to enforce the alcohol-related laws; and the attitudes towards "hands-off" when it comes to special events that center on alcohol and youth access to alcohol during those events. Additionally, many parents are not overly concerned with youth having access to alcohol. Alcohol is legal and a "way of life in Montana, just like guns".

QUESTION 32

Based on these considerations, to what degree do you believe social availability is impacting binge drinking and drinking and driving and its consequences in your community? Place an "X" on the scale below. Provide the rationale for your response.

Alcohol is seen as a necessary component for social events, and everyone is more concerned about having a good time and fundraising, and/or making money than policing Alcohol polices/laws.

PROMOTION – PART 3

Promotion refers to attempts by alcohol retailers and the alcohol industry to increase demand through the marketing of their products. Once again, this will require some original data collection to acquire a sense of the depth and potential impact of various marketing tactics surrounding alcohol in your community.

Advertising

QUESTION 33 Advertising

Based on the data you collected regarding the level of advertising in local print media within your community, advertising via signage on buildings within your community and advertising via sponsorship of local events, is the overall level of alcohol advertising in your community excessive? Provide the rationale for your response.

Dawson County does have an excessive rate of alcohol advertising. Out of 24 alcohol establishments, 17 buildings advertise alcohol (71%). 54% of which have more than three alcohol advertisements. For a smaller community, alcohol sponsorships and community events including (or centering around) alcohol is plentiful. Bars advertise drinking specials and happy hours — all geared at getting drinking patrons through the door and selling a high volume of alcohol. Also, when there are 13 alcohol advertisements in a twice a week newspaper, with 7 of them promoting special events, it tends to contribute to the "fun involves alcohol" norm.

QUESTION 34 Advertising

Based on the data collected regarding the level of advertising in local print media within your community, advertising via signage on buildings within your community and advertising via sponsorship of local events, how might the magnitude of alcohol advertising in your community be impacting binge drinking and drinking and driving and its consequences?

The promotional advertisements; the 2 for 1 specials, the happy hour signs, the huge banners hung outside of bars (provided for free from the distributors), all have an impact on binge drinking and drinking and driving. The message is clear: drink for less in a short period of time, then drive home.

UESTION 35 Alcohol-Related News Articles

Based on the data collected regarding the number of news articles in contrast to the amount of advertising in local print media within your community, how do you think alcohol use is being portrayed? How do you think this is impacting binge drinking and drinking and driving in your community?

Of the 31 alcohol advertisements within the measured time period, there were only 4 alcohol-related articles. Almost 50% of the advertisements were promoting a special event. Alcohol use is being portrayed as fun and social, and bars and alcohol-focused events are the place to socialize. All of this definitely has an impact on binge drinking and drinking and driving. Everyone likes a bargain. Happy hour 2-for-1 specials bring patrons in, and they watch the generally 2-hour happy hour, and order up before the clock strikes its end. In that two-hour period many will have consumed 10 alcohol beverages. They grab their keys and drive home - binge drinking followed by drinking and driving. Then the bars generally clear out until the later night drinking crowds appear.

Promotion Questions

QUESTION 36

Based on information gathered from sponsorships, advertising and other local data, what are the concerns around promotion that might contribute to binge drinking and drinking and driving and the associated consequences in your community? Explain the rationale for your response.

Dawson County should be concerned about the excessive signage, banners, and 2-for-1 ads that the area youth are being exposed to. It normalizes the behavior and promotes the events as fun.

QUESTION 37

Based on these considerations, to what degree do you believe promotion is impacting binge drinking and its consequences in your community? Place an "X" on the scale below. Explain the rationale for your response.

No impact $$\mathsf{Major}$$ impact 0 1 2 3 4 5 6 7 X8 9 10

Again, for a rural community, the amount of alcohol messaging cannot help but contribute to binge drinking and its consequences.

SCHOOL POLICIES – PART 3

QUESTION 38

Based on information gathered from your school districts, what are the concerns around how those policies contribute to either the underage substance use or reduce underage substance abuse and the associated consequences in your community? Explain the rationale for your response.

It appears that the policies are geared more towards student athletes than the student body as a whole – or at least the students have that perception. Students that wish to be involved with alcohol and/or other substances simply do not go out for sports. This could actually contribute to underage substance use for non-athletes, while reducing underage substance abuse among athletes. The proposed drug testing for athletes, if not accompanied by the emphasis for zero tolerance of ALL students, may serve to further distance students for engaging in schools sports.

OUESTION 39

Based on these considerations, to what degree do you believe your school district's policies and programs in your community are impacting binge drinking and its consequences in your community? Place an "X" on the scale below. Explain the rationale for your response.

Only concern is the perceived disparity between the policies enforced and or expectations of athletes as opposed to the general school population.

MEDICAL FIELD INFORMATION – PART 3

QUESTION 40

Based on information gathered from local hospitals, pharmacies, and prescribers, what are the concerns around prescription drug about in your area? Explain the rationale for your response.

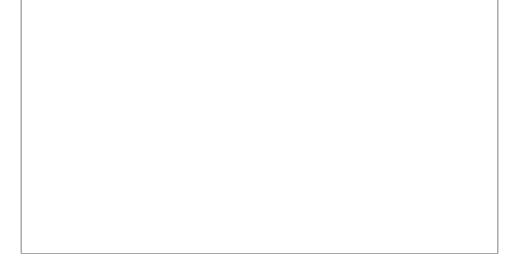
Pharmacies and prescribers alike have seen significant increases in prescription drug abuse – at 20% over the past few years. They believe that these drugs are easily available and that providers need more education on opiate dependency and that doctors need to spend more time educating patients about the dangers surrounding many prescription drugs. Several of the pharmacies use the Montana Prescription Drug Registry, but others do not. Others felt some were over-prescribing or simply not monitoring the dosages being prescribed; and that many clients were doctor shopping for additional prescriptions.

QUESTION 41

Based on these considerations, to what degree do you believe the medical field data you collect is impacting prescription drug abuse and its consequences in your community? Place an "X" on the scale below. Explain the rationale for your response.

It appears that further education for prescribers and pharmacies would be beneficial. Trouble accessing the drug registry needs to be worked out and the registry used on a regular basis if it is to accomplish the intent of the program.

Prioritization



Task Three:

Rank the Four Causal Areas from the Greatest Contributor to Your Community's Problems to the Smallest Contributor

Prioritizing

The next stage involves prioritizing the causal areas. The first step is achieved by placing the appropriate scores from Questions 14, 22, 25, and 29 next to its related causal area. Based on the scores, rank each causal area with 1 being the highest priority and 4 the lowest. In the case of a tie, decide which area is of higher priority for your community in relation to binge drinking, drinking and driving, and motor vehicle crashes. After having completed the ranking, explain the rationale for your rankings on the next page.

The prioritization will be the basis of for determining which combination of environmental prevention policies, practices and programs are strategically best for your community.



5 6 Medical Field

QUESTION 42

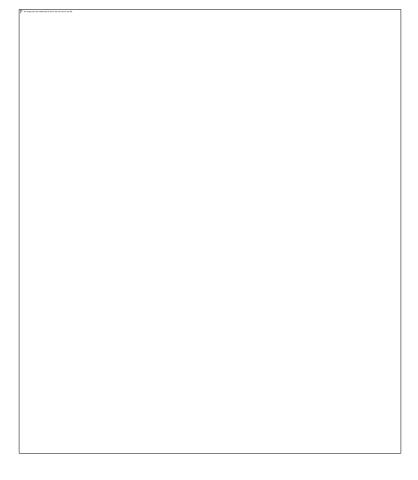
Provide the rationale for your rankings of the causal factors.

- #1: Social availability is ranked as the highest priority for Dawson County based on the cultural expectation of involving alcohol in almost all community/family events. Community members have expectations that open container laws will be lifted during special events, which further minimizes the efficacy of those ordinances. Many did not feel that parents were especially opposed to minors drinking alcohol, once they reached a certain age. The certain age varied from parent to parent somewhere between 15 and 18 years of age according to those who were interviewed. Many felt that the acceptance and tolerance of binge drinking and drinking and driving contributes to the problem. The ideal that "kids will be kids" or "I did it when I was younger and turned out ok" seemed to be the prevailing mentality among adults who accept underage drinking as an appropriate behavior for teens.
- #2: Criminal Justice ranked number two because of the lack of resources available for police to enforce alcohol-related problems. Compliance checks have not occurred for years and when they did, citations were deferred. Police honor the community members' requests to "lift" the open container ordinance during "special events". And while some will choose to place blame on the shoulder of criminal justice its success (or failure) is dependent on cooperation from those responsible for retail availability and social availability. Underage drinking, binge drinking and drinking and driving, all start with retail and social availability with the consequences of those behaviors being the product to which criminal justice must address.
- #3: Retail Availability as these establishments serve as the social centers of the community and their continuance is reliant on sales. With competition for every dollar and a lack of enforcement, many license holders have chosen to focus on addressing youth access to alcohol and have turned a blind eye to over-serving legal age patrons. They do not realize however, that over-serving adults does indeed have a negative impact on underage drinkers. The level of cooperation and participation in the alcohol server training sessions from local merchants is encouraging however it is concerning that volunteers are not equally being required to complete server training as it is the events they typically "work" that result in the higher incidents of binge drinking and drinking and driving.
- #4: Promotion is ranked fourth; while there is a lot that does exist, there is not much that local prevention specialists can do to address this issue. Attempts have been made to limit/get rid of banners, happy hours, and 2-for-1 promotions. All were fiercely rejected by merchants.
- #5: School policies were ranked somewhat lower than the rest, but with still a high number of 6 out of 10. It appears that the policies are geared more towards student athletes than the student body as a whole. Students that wish to be involved with alcohol and/or other substances simply do not go out for sports. This could actually contribute to underage substance use for non-athletes, while reducing underage substance abuse among athletes. The

proposed drug testing for athletes, if not accompanied by the emphasis for zero tolerance of ALL students, may serve to further distance students for engaging in schools sports.

#6: Medical Field, while ranked the lowest, is still a high priority for the community. Law Enforcement talked about the increase in problems with prescription drug abuse because of the Bakken Oil Boom. More education needs to be done for doctors and the community around the dangers of opiates, and alternatives to prescribing narcotics for pain. Also, it is recommended that more doctors use the Montana Prescription Drug Registry to help prevent patients from doctor shopping.

Final Question



Task Five:
Determine What Combination of Causal Areas
Your Community should Target

Your Final Conclusions

Now that you have considered the data surrounding your community's alcohol problems, as well as each causal area for these problems, you need to decide what to do. This decision will ultimately be part of your community's Prevention Plan and lead to very specific environmental evidence-based strategies for you to implement. For now, think about your data and especially your final rankings on page 66 as well as your resource assessment on page 69. Also, mull over the possible connections among the four causal areas. Would it be possible to target social availability without also targeting criminal justice/law enforcement? Will changes in retail availability necessarily require changes in the enforcement of policy? Now answer the following question.

Final Needs Assessment Question

QUESTION 43

It is very unlikely that your community can or needs to address every causal area to impact existing binge drinking and drinking and driving problems. What combination of causal areas is most likely to produce changes in the environment which currently exists within your community? What specific causal factors will you target and why?

The combination of addressing Social Availability, Criminal Justice and Retail Availability is most likely to produce changes to alcohol/drug related consequences that currently exist in Dawson County.

Social availability of alcohol not only provides opportunity for adults to binge drink – but for those underage as well. There are many policies that can minimize underage access and curb binge drinking. Policies that require the use of wristbands, require tokens for alcohol purchase, limit the number of tokens that can be purchased at a time, and rope off the alcohol area (rather than "lift" the open container ordinance"), would all contribute to reductions in binge drinking, underage drinking and drinking and driving. Volunteer servers need to be trained to identify over-service issues and trained about the liabilities associated with over-service.

The local Criminal Justice system needs the support of the community to enforce the laws they have enacted. Furthermore, they need additional staff and resources. While that may be beyond the realm of what can be accomplished through this initiative, conversations need to take place and cross the board policies and practices need to be supported. Compliance checks need to be renewed and those found in violation to be charged accordingly. If the merchants know that the criminal justice arm is committed to ensuring enforcement of the laws, chances are practices will improve under the leadership of the merchants.

Retail Availability in terms of over-service continues to be a major problem, however it is one that lacks enforcement of over-service laws; law enforcement stated it would be difficult if not impossible to enforce, though efforts will continue through retailer training to educate on over-service liability laws.

Although ranked lowest, prescription drug abuse problems could be curbed from becoming a problem by early prevention efforts, such as doctor education, a drug drop box and drug take back events.